

THE TRUE COST OF DEFENSE

Contacting Your Local Public Television Station

As you are aware, Free To Choose Media produces high quality, award-winning, and thought-provoking documentaries for broadcast on public television stations across the country—it's what we do. However, getting those programs to run on the most stations in the most coveted time slots is a task you can assist us in accomplishing.

Public television stations have a lot of programming to choose from, and only 24 hours in a day to fit as much of it in as possible. We got the inside scoop from a public television executive about how to influence the stations to get our programs airing in prime time slots. Here's what you can do to help:

- Perhaps you already know someone in a leadership position at your local public television station, and you can contact him or her to say you want to see our program broadcast on the station. If you don't know anyone at the station, call your local public television station, and ask for either the Station Programmer or Audience Services Department. Not sure of your public television station? Visit www.pbs.org; click the "Choose Station" link at the top of the page and select your local station.
- Describe your organization and its desire to see the program on your local station. Let them know how many members you have and what a service it would be to your membership and the community you serve to see the program broadcast. Having more than one person from your organization contact the station is encouraged.
- Where possible, offer to promote the station's broadcast of the program to your constituents either through email blasts, printed newsletters, or a telephone tree.
- If your organization is interested in sponsoring a preview screening of the program either on your own or in partnership with the station, please let them (and us) know. If you are interested in co-sponsoring an event, please contact the station's Promotion or Outreach office in addition to the Audience Services and/or Programming Department.
- You can also email the station through its website. Your emails will be read and they count.
- Stations want to schedule programs that draw an audience, and they'll welcome your help toward that end. A call expressing interest and a willingness to help build an audience once the show is scheduled is most helpful.

If you wish, feel free to call us at (814) 833-7140 for contact information for your public television station and/or materials for any event you sponsor. You can also email us at info@freetochoosenetwork.org.

